



Daniel Halden <daniel.halden@lacity.org>

CD13 Sponsorship Request

3 messages

Devin Strecker <Devin@hollywoodbid.org>

To: Dan Halden <daniel.halden@lacity.org>


Wed, May 18, 2016 at 4:03 PM

Hi Dan –

Attached is our request for sponsorship of the Only in Hollywood Music + Arts Festival 2016 for CD13. We understand that you may not be able to accommodate the entire request but thought we'd ask for everything we need.

Thanks so much!

Devin

 **District 13 Guide.pdf**
4543K**Dan Halden** <daniel.halden@lacity.org>

To: Devin Strecker <Devin@hollywoodbid.org>

Wed, May 18, 2016 at 4:36 PM

Thanks! I'll report back.

**Dan Halden**

Hollywood Field Deputy

Office of Councilmember Mitch O'Farrell

1722 Sunset Boulevard, Los Angeles, CA 90026

(213) 207-3015 | www.cd13.com

Find the Councilmember on:    

[Quoted text hidden]

Devin Strecker <Devin@hollywoodbid.org>

To: Dan Halden <daniel.halden@lacity.org>

Wed, May 18, 2016 at 4:46 PM

Thanks Dan. In addition, we'd like to request once again that CD13 could donate 100 chairs and 50 tables for Sunset & Dine, which is September 1. I've included the Sponsorship Deck in case you need it. Yours would be considered a "Community Sponsorship."

Cheers,

Devin

From: Dan Halden [mailto:daniel.halden@lacity.org]**Sent:** Wednesday, May 18, 2016 4:36 PM

1/4/2017

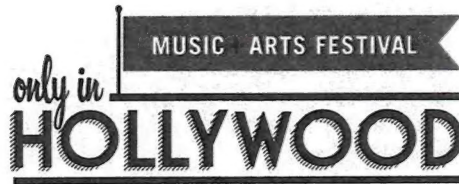
City of Los Angeles Mail - CD13 Sponsorship Request

To: Devin Strecker <Devin@hollywoodbid.org>

Subject: Re: CD13 Sponsorship Request

[Quoted text hidden]

 **SD PartnerDeck 2016.pdf**
377K



April 11, 2016

Dan Halden
Los Angeles City Council District 13
1722 Sunset Boulevard.
Los Angeles, CA 90026

Dear Dan,

The Hollywood Business Improvement District would like to present you with a unique sponsorship opportunity for the Los Angeles City Council District 13.

On October 6, 2016, the second annual Only In Hollywood Music and Arts Festival will commence, with activities lasting through October 8, 2016. The festival is a three-day celebration of the arts, designed by community members in Hollywood to revitalize the streetscape and showcase homegrown talent in Hollywood.

Last year, OIH drew over 1000 attendees and the participation of 20 illustrious venues. Our coalition was an experiment in community building, bringing together neighbors in an unprecedented alliance to make Hollywood come alive. We showcased the walkability and culture of Hollywood to a new audience of music and arts lovers, who we expect to return for more.

We invite City Council District 13 to be the sponsor of the tables, chairs, and tents for our vendor village, where a curated selection of goods with an emphasis on local artists will be featured. The vendor village will require 50 tents, 100 tables and 100 chairs, to be provided to participating merchants. In addition to being listed on all advertising and press for the event, District 13 will be supporting an important aspect of activating our streetscape.

Please see the complete presentation of sponsorship benefits on the following page.

We look forward to speaking soon to discuss your involvement.

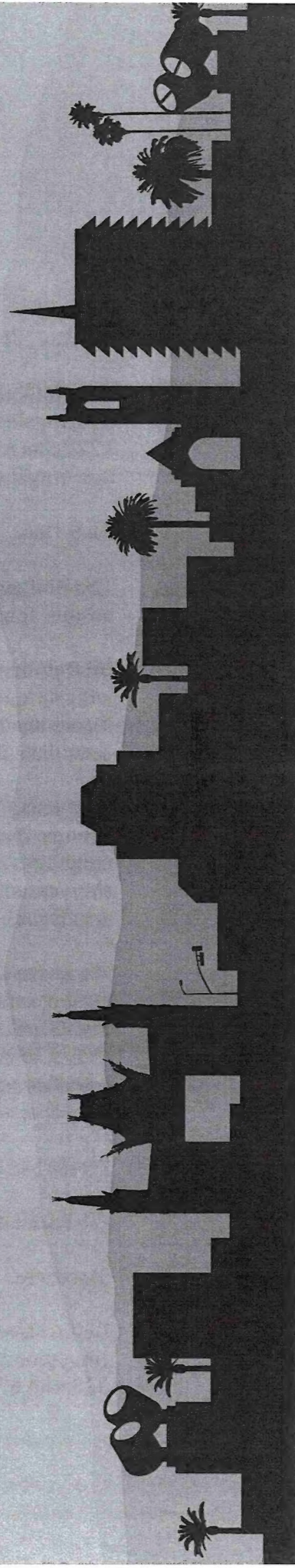
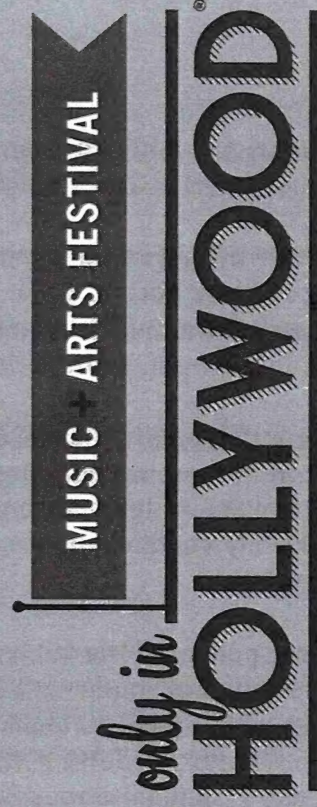
Sincerely,

Devin Strecker and Camila Webb
Hollywood Business Improvement District
323.463.6767

OCTOBER 6-8, 2016

PARTNERSHIP GUIDE

LOS ANGELES CITY COUNCIL DISTRICT 13



ONLY IN HOLLYWOOD MUSIC + ARTS FESTIVAL

2016 SPONSORSHIP BENEFITS

Benefits available for Los Angeles City Council District 13 as official sponsor of vendor village supplies.

- ◆ Featured Logo with Weblink on Website
- ◆ Recognition in newsletter
- ◆ Logo included in Festival Guide
- ◆ Invitation to VIP Opening and Closing Receptions



ABOUT OIH

The inaugural Only in Hollywood Music + Arts Festival surpassed expectations in 2015, where music and art lovers discovered a vibrant array of live music, creativity, and artistic expression within a neighborhood street scene that animated one of L.A.'s most walkable communities.

Marketed and organized by the Hollywood and Sunset + Vine BIDS, and hosted by over 20 Hollywood venues, the festival spotlighted a roster of established performers and artists, as well as emerging young talent.

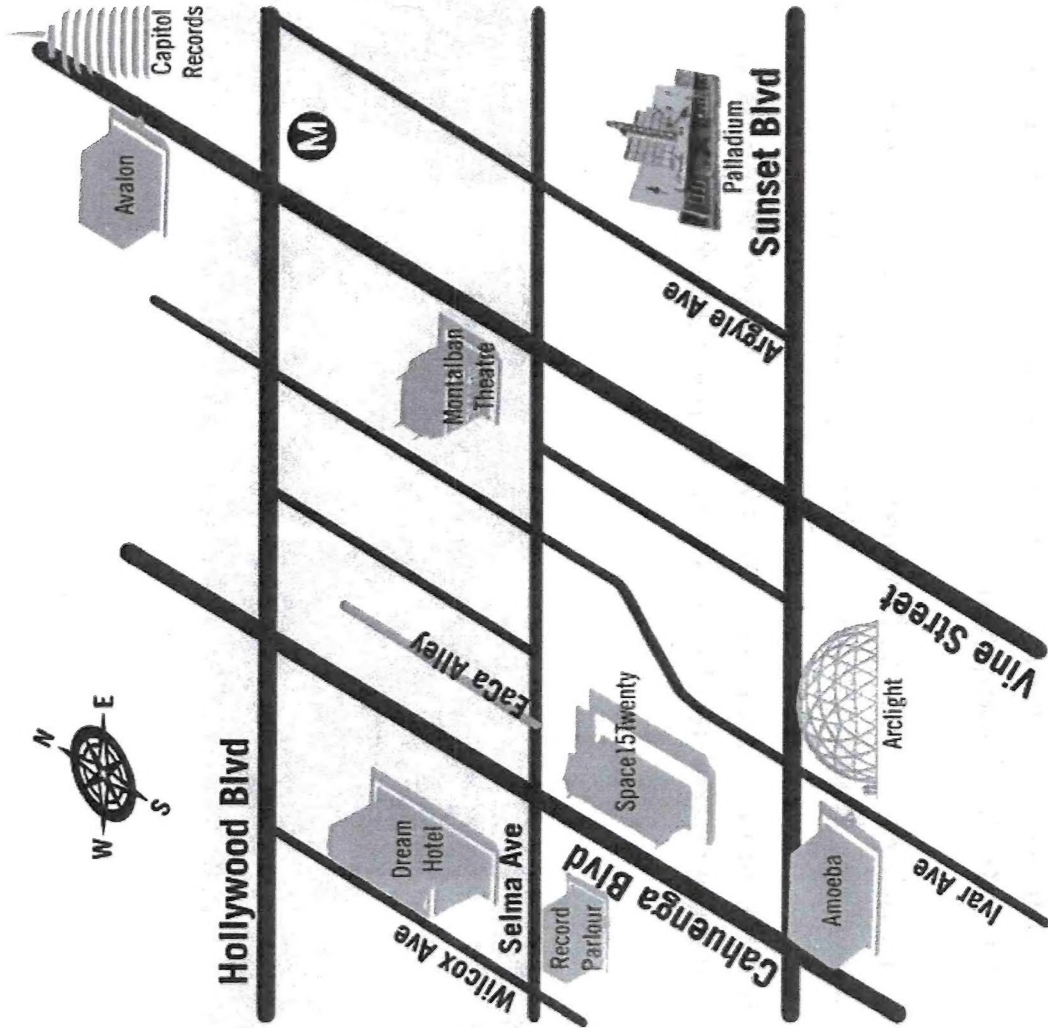
From Amoeba Music to the Record Parlour, Second City to Avalon, Sassafrass to Hemingways, a roster of programmed experiences and live performances complemented by Hollywood's emerging culinary scene and unexpected moments of spontaneity charmed visitors in a four-day celebration of the arts.

Only In Hollywood set a precedent for showcasing homegrown talent in an unpretentious, neighborhood atmosphere.

JOIN US.



VENUE COALITION + FOOTPRINT



AMOEBa MUSIC
HOLLYWOOD PALLADIUM
FONDA THEATER
THE RECORD PARLOUR
SAINT FELIX
THE REDBURY HOTEL
MAMA SHELTER
BARDOT
AVALON
IVAR THEATER
THE MONTALBAN THEATER
SPACE 15 TWENTY
SECOND CITY
IO WEST COMEDY

VENDOR VILLAGE & ARTS MARKET

A curated selection of goods with an emphasis on local artists will be featured in the art market section of the festival footprint.

Festival attendees will be welcomed into an exciting streetscape where they can shop for unique prints, paintings, home goods, artisanal products, and much more.

The vendor village is a chance to shop for unique items, as well as a celebration of the creative talents that are native to the Hollywood neighborhood.



BRAND BENEFITS

When you become a sponsor/partner with the Only in Hollywood Arts + Music Festival, you can expect the following benefits:

- Association with the one and only Hollywood Arts + Music Festival in its earliest years, providing great value and exposure for a sure to become city-wide event
- The opportunity to connect with passionate music fans as well as target specific segments of the music-listening audience (millennials, gen x, to baby boomers)
- A platform for immersive brand experiences and touch-points that connect with consumers and facilitate brand exposure, message amplification, and the positive associations of Hollywood — icon and revitalized urban neighborhood.
- A significant, high-visibility financial and marketing value that offers a set of sponsor benefits offering flexibility and creativity
- Reinforce your brand values of creativity, artistic expression, culture, community, discovery, and passion that align with the DNA of Hollywood



ONLY IN HOLLYWOOD BY THE NUMBERS

STREET BANNERS

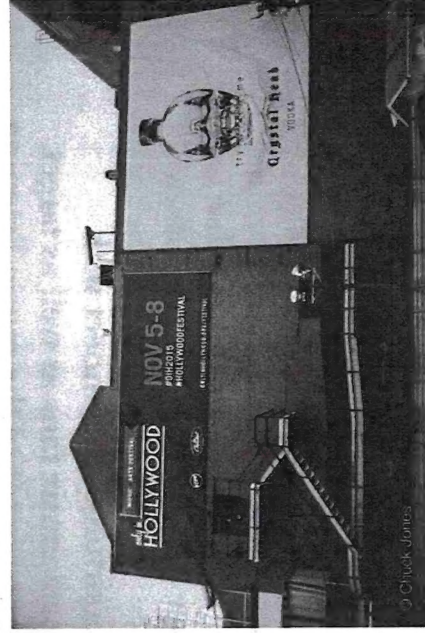
Two 10 x 5 street banners featuring supported sponsors hang at the gateway of Sunset Blvd. and Vine Street facing both traffic directions.

FESTIVAL GUIDE

10,000 festival guides including event map, artist line-ups, special offer directory and advertising are printed. In the two weeks leading up to the festival, 5,000 festival guides are distributed to customers at the Hollywood Farmers Market, and over 100 stores and restaurants in the immediate festival footprint.

POSTERS

400 festival posters are printed and posted in Hollywood and surrounding areas in the 2 months leading up to the festival.



POSTCARDS

5000 festival postcards are printed and distributed to establishments in the Hollywood area and surrounding neighborhoods in the 4 weeks leading up to the festival.

MEDIA

The Only in Hollywood Music Festival garners attention from local media outlets in TV, radio, print and online publications. Our PR team targets specific print and media opportunities to maximize exposure and results.

WEBSITE + SOCIAL MEDIA

Sponsor web links are prominently featured throughout the Only in Hollywood Music Festival website with over 27,000 unique visitors throughout the month leading up to the festival. Our social media campaign integrates sponsor promotion through Twitter, Facebook, and Instagram channels. The coordinated social media following of our 20+ venue partners includes upwards of 300K Twitter Followers, and 800K Instagram subscribers.

BILLBOARD

A 43' width x 14' height billboard hangs on the north side of Avalon, at Hollywood and Vine, during the month leading up to the festival.



CELEBRATE

COMMUNITY AND CUISINE AT
THE FIFTH ANNUAL AWARD-WINNING*



* IDA Merit Award, Events & Programming, 2013 (International Downtown Association)

PARTNERSHIP OPPORTUNITIES



EVERY YEAR SINCE 2012

Sunset and Dine has taken a unique approach to community events. It is completely driven by the business and property owners in the neighborhood to serve the residential and business community in a great evening of food, drinks and entertainment where restaurateurs and developers mingle with students and social service providers.

The Sunset & Vine District is a popular hub for Angelinos, boasting many restaurants; the world's largest independent record store, Amoeba Music; the historic Cinerama Dome Theatre; as well as retail shops and entertainment studios.

In 2011, Fabio Conti, owner of Fabiolus Cucina, voiced his desire for an event to highlight the numerous restaurants in the area. A committee was formed, and along with staff from the Business Improvement District, the inaugural Sunset & Dine was planned for June, 2012. Businesses were also invited to exhibit at the event, and to partner in any way possible to contribute to the success of the event. Several businesses went above and beyond in providing free equipment rentals, promotion, logistical assistance and volunteer labor.

Over the course of five years, Sunset & Dine has become a highly anticipated event, with high ratings on Yelp and positive feedback from BID members and local residents. The event is funded by community sponsors and ticket sales, and proceeds benefit local charities. In 2015, the event officially sold out, reaching maximum capacity at the BuzzFeed Motion Pictures lot just south of Sunset and Vine.





AT A GLANCE

NUMBER OF YEARS HELD

FOUR ANNUAL EVENTS HAVE BEEN HELD

ATTENDANCE

IN 2015, SUNSET & DINE SOLD OUT WITH A TOTAL OF OVER 600 ATTENDEES

EXHIBITORS

26 LOCAL RESTAURANTS AND BUSINESSES PARTICIPATED IN THE LAST EVENT

ENTERTAINMENT

SUNSET & DINE HAS FEATURED CONCERTS CURATED BY AMOEBA MUSIC, AN OUTDOOR FILM SPONSORED BY THE ACADEMY OF MOTION PICTURE ARTS & SCIENCES, AS WELL AS GAMES AND CHILDRENS' ACTIVITIES BY BUZZFEED

DONATIONS

SUNSET & DINE HAS DONATED PROCEEDS TO HELEN BERNSTEIN HIGH SCHOOL AND THE CENTER IN HOLLYWOOD

ABOUT THE SUNSET & VINE DISTRICT

The Sunset & Vine District is a seven-year property-based Business Improvement District (BID) that spans 15 blocks along the world-renowned Sunset Boulevard, from roughly Schrader Boulevard on the west to the 101 Freeway on the east. Renewed in 2012, the SVBID is composed of approximately 138 property owners who are assessed \$1.4 million annually to pay for security, maintenance services and marketing to promote the revitalization of the area. Major landmarks in the District include the Cinerama Dome, Sunset & Vine Tower, Sunset Gower Studios, The Los Angeles Film School, and the former Tribune Studios. More information on the BID is available at www.sunsetandvinebid.org.

TITLE SPONSOR \$5000 - EXCLUSIVE

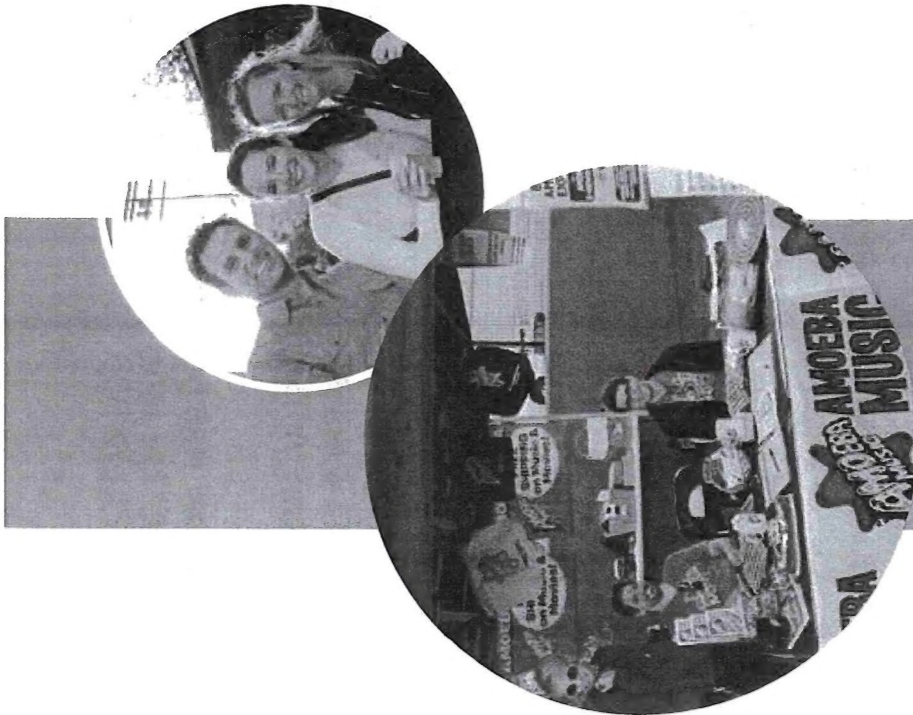
Title sponsor package includes:

- Name recognition on signage, within the facility and on all printed materials about the event
- Mention throughout the Sunset & Dine event
- Listing on the Sunset & Dine website (www.sunsetanddine.org) and in the Only in Hollywood newsletter
- A booth provided to disseminate company/organization materials during the event
- Mention on all press materials disseminated to media
- Your logo exclusively included on event banners and at the top of the front page of program
- Exclusive sponsorship of the "Sunset & Dine Tasting Event" approximately a month before the festival
- VIP Cabana at the event
- A total of twenty tickets to the event

PREMIERE SPONSOR \$2500 - TWO AVAILABLE

Title sponsor package includes:

- Name recognition on signage, within the facility and on all printed materials about the event
- Mention throughout the Sunset & Dine event
- Listing on the Sunset & Dine website (www.sunsetanddine.org) and in the Only in Hollywood newsletter
- A booth provided to disseminate company/organization materials during the event
- Mention on all press materials disseminated to media
- Exclusive sponsorship of the "Sunset & Dine Tasting Event" approximately a month before the festival
- A total of fifteen tickets to the event



GOLD SPONSOR \$1000 - THREE AVAILABLE

Title sponsor package includes:

- Name recognition on signage, within the facility and on all printed materials about the event
- Mention throughout the Sunset & Dine event
- Listing on the Sunset & Dine website (www.sunsetanddine.org) and in the Only in Hollywood newsletter
- A booth provided to disseminate company/organization materials during the event
- Mention on all press materials disseminated to media
- A total of ten tickets to the event

COMMUNITY SPONSOR CUSTOM PARTNERSHIPS

Title sponsor package includes:

- Listing on the Sunset & Dine website (www.sunsetanddine.org) and in the Only in Hollywood newsletter
- Optional booth provided to disseminate company/organization materials during the event
- Tickets to the event
- A Sunset & Dine Custom Sponsorship can be created specifically for you!



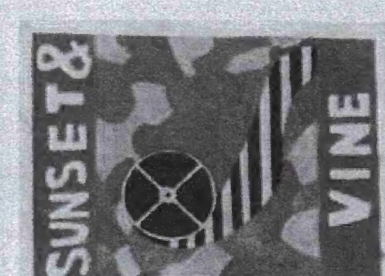
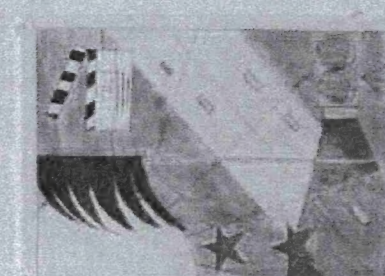
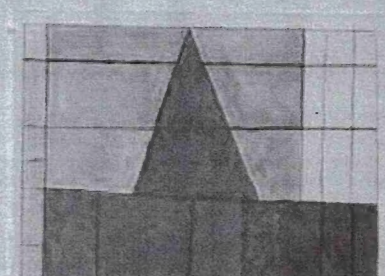
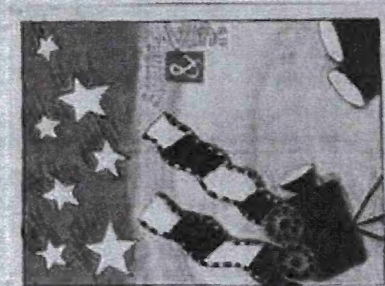
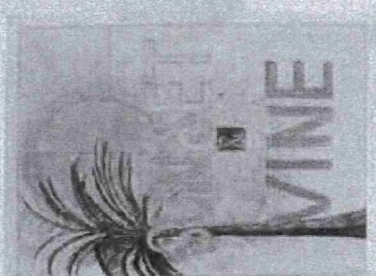
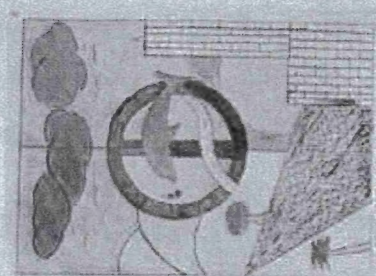
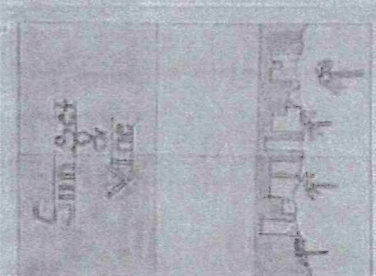
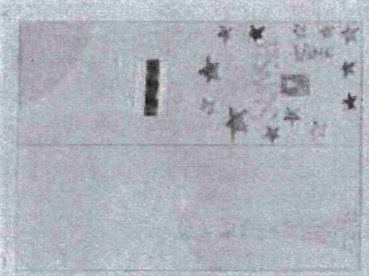
CONTACT

DEVIN STRECKER

323-463-6767

devin@hollywoodbid.org

for all sponsorship
inquiries.



Posters designed by students at Helen Bernstein High School on display at the inaugural Sunset & Dine in 2012. Four winning designs were chosen to be produced as street pole banner which were installed throughout the Sunset & Vine District of Hollywood. The students were honored on stage at Sunset & Dine, where all the designs were exhibited.